



## **2012 Will Koch Indiana Tourism Leadership Award Award Information and Nomination Form**

### **About the award:**

The Indiana Office of Tourism Development (IOTD), in conjunction with the Koch family, is seeking nominations for the 2012 Will Koch Indiana Tourism Leadership Award. The annual award is designed to:

1. Celebrate and pay tribute to Will Koch's many meaningful contributions to tourism, business and society;
2. Recognize outstanding accomplishments in economic and community development through tourism; and
3. Showcase the economic importance of Indiana's tourism industry.

Named after the late Will Koch, long-time owner and president of Holiday World & Splashin' Safari and chief executive officer of its parent company, Koch Development Corporation, the award honors Mr. Koch's devotion to business and community and his lasting impact on the State of Indiana. A deserving Hoosier who demonstrates the following qualities will receive the award each year.

- Leadership qualities and ability to inspire others;
- Entrepreneurial spirit and willingness to invest in Indiana;
- Commitment to tourism and business development in Indiana;
- Dedication to improve Indiana's travel and tourism profile; and
- Distinguished service to community.

### **Nomination process:**

The deadline for nominations is December 15, 2011. A committee will review all nominations and make a selection.

Notification will be given by February 8, 2012. The award will be presented at the Hoosier Hospitality Conference in March.

To nominate a candidate please complete the following steps:

- [Click here to complete a nomination form online](#)
- Email or mail the following documents together, as a package, by the stated deadline (contact information provided below):
  - Letters of support (addressed to Amy Vaughan, director, Indiana Office of Tourism Development); and
  - Résumé, extensive biography or related documents

**All documents must be completed and/or received by 4 pm EST on Thursday, December 15. Late nominations will not be accepted.**

- The nomination form must be completed online
- Letters of support, résumés, biographies and any related documents can be emailed to [bblackford@visitindiana.com](mailto:bblackford@visitindiana.com) or mailed to:
  - Indiana Office of Tourism Development  
Attention: Brian Blackford  
One North Capitol, Ste 600  
Indianapolis, IN 46204

Please note that a nomination is valid for two years. *Nominations made in 2010 for the 2011 award will automatically be considered again this year.* There is no need to resubmit a nomination twice in two years, unless the nominator chooses to do so. If a nominee does not receive the award in two consecutive years following the nomination, another nomination form must be completed and submitted.

**Will Koch:**

Born and raised in Santa Claus, Koch graduated from Notre Dame University and received his master's degree from the University of Southern California. Under his leadership, Holiday World & Splashin' Safari have become an award-winning destination with annual visitation exceeding one million per year. The park's economic impact on Spencer County is \$161.7 million. Koch also served as president of the Lincoln Boyhood Association, which worked with the State of Indiana to reopen the Lincoln Amphitheatre in 2009 with a new drama honoring the bicentennial of Abraham Lincoln's birth. In addition, he helped initiate and lead a grassroots campaign to "Save Indiana Summers" and address the effects of an ever-earlier school start date. He passed away in June 2010 at age 48.

**Indiana's tourism industry:**

Tourism is a big industry comprised of many small businesses that provide positive and significant contributions to Indiana's economy. Annual spending from more than 62 million visitors exceeds \$10 billion in Indiana. The industry generates more than \$1 billion in local and state tax collections from visitor expenditures. It also creates one in 10 jobs and employs approximately 257,000 Hoosiers.